

Trends in Japan

Lifestyle

This section covers the latest developments in a wide variety of fields and products in which Japanese innovations often spread to other countries, such as health, leisure, and communication.

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Life in Japan with Emergency Goods

From a hand-powered radio to a foldable helmet, innovation in response to natural disasters allow people in Japan to cope with earthquakes and other crises, minimize damage and help others.



Tsupparibo support bars are set between furniture and the ceiling to keep furniture from tipping over in the event of a temblor.



The ECO 2, an all-in-one radio, LED light, siren, and mobile phone charger, is charged by hand. (Photo: Taichi Holdings)



The folding Tatamet helmet is light, portable, and handy. (Photos: Yellow Inc.)



Portable stoves powered by gas cartridges — ideal for *nabe* hot-pots and for cooking during disasters — can be found in nearly every Japanese home. (Photo: Iwatani Corporation)



The foldable and portable cardboard toilet was extremely useful in areas without plumbing and water supply after the March 11 earthquake.



Fressy Dry Shampoo comes in especially handy when water is not available. (Product sample courtesy of Shiseido)



Top: “Spacer” battery cases make it simple to use smaller batteries in place of larger batteries, such as for powering a flashlight.

Right: The Magic Bulb with built-in battery becomes a flashlight when removed from the light socket, and operates for roughly three hours when charged. (Product sample courtesy of Labros)



Japanese Modern Service Areas

A Fun-filled Trip Destination

No longer simply places for a quick break, Service Areas have undergone a complete transformation into innovative multipurpose facilities.



There are even Service Areas with lodging accommodations (Ashigara Service Area) and a hot spring spa (Suwako Service Area, Nagano Prefecture)



A *donburi* (bowl meal) made with local seafood at the Nihondaira Service Area, Shizuoka Prefecture



Beautiful Mt. Fuji vista seen from Fujikawa Service Area in Shizuoka Prefecture



The spacious dog run at Usuzan Service Area, Hokkaido



Pastries in the shape of characters in a local folk tale at the Ashigara Service Area



Concierges at the Ashigara Service Area in Shizuoka Prefecture



A market selling fruits and vegetables in season at the Yokokawa Service Area, Gunma Prefecture

Making the Summer Even Hotter!

Tokyo Is a Showcase for Summer Festivals



The Tokyo Koenji Awaodori Dance Festival, one of the first regional festivals held in Tokyo.



Festivals abound throughout Japan in the summertime, wherever you go. But why even bother to travel outside the metropolis, since there are festivals galore right in Tokyo?



Young people dancing in the Harajuku Omotesando Genki Festival Super Yosakoi event. Each team has its own unique costumes and dance moves.



Dancers of all ages dance in a circle during the Kawachi Ondo Bon Dance Festival in Kinshi-cho. Cool, dynamic electric guitar music keeps the dancers moving.



Haneto dancers impressing the crowd with their jumping moves as they dance around the Nebuta floats.



The Nakanobu Nebuta Festival, which features lantern floats pulled through the streets.

Green Tea

A Centuries-Old Japanese Drink for Healthy Life



Green tea enjoyed outdoors from flasks and thermoses (left photo, AFLO), or bought in plastic bottles (at right)



Green tea carefully brewed in a small teapot

Around the world, Japanese green tea has been acclaimed as one of the healthiest drinks available, but few people know much about its ancient origins, varieties and popularity throughout present-day Japan.



Towel dyed with antibacterial, odor-resistant catechin and soap with green tea extract, known for its moisturizing properties



Simple glamour of eau de parfum with the refreshing fragrance of green tea



Incense made of green tea—a sniff of the fragrance of green tea soothes the Japanese soul



Bottled green tea stocked next to sodas and sports drinks on convenience store shelves